



THE CITY OF HAYWARD DEPARTMENT OF LIBRARY AND COMMUNITY SERVICES  
INVITES APPLICATIONS FOR THE



# NONPROFIT EXECUTIVE SEMINAR

## 2012 Cohort

**DEADLINE FOR APPLICATIONS: DECEMBER 30, 2011**

*The Nonprofit Executive Seminar is a customized series of resource development workshops for nonprofit organizations that serve Hayward residents. The purpose of the Nonprofit Executive Seminar is to help strengthen organizations that have the most potential to expand and improve services for the Hayward community, especially services for low-income residents. With the support of grant funding, up to twenty-four scholarships are available to underwrite the cost in full for participation in the Seminar. Nonprofit executives and other key staff of organizations that serve Hayward residents are encouraged to apply for this unique opportunity.*

*The Nonprofit Executive Seminar 2012 program is presented in conjunction with the Nonprofit Resource Center (NRC) of the Hayward Public Library. The mission of the NRC is to support the nonprofit community in Hayward by providing access to funding information, technical assistance, and advanced training opportunities to assist local nonprofits' efforts in building their organizational capacity and fiscal sustainability. The NRC is presented by the City of Hayward in partnership with Hayward Chamber of Commerce, Hayward Nonprofit Alliance, and Foundation Center, and is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.*

### THE SEMINAR

The Nonprofit Executive Seminar is a six month series of cumulative half-day executive workshops, one session per month beginning in January 2012. The Seminar is designed for a cohort of up to 24 Hayward nonprofit executives and their senior staff. Participants in the Seminar will learn advanced nonprofit resource development, fundraising and financial management techniques. The program curriculum will be delivered by Foundation Center, the world's leading source of information on philanthropy, fundraising, and grant programs. An outline of the curriculum along with a complete schedule of dates can be found on page two of this announcement.

As part of the curriculum, participants in the Seminar will develop working fundraising and sustainability plans for their organizations over the course of six sessions. Upon completion of the program, participants will be encouraged and supported to put the plans they create into action in their organizations. The project will be further supported with additional 1:1 customized technical assistance provided by staff with specialized training and expertise in resource development and grant writing for nonprofits. Upon completing the series, a revolving loan fund will be made available for participating local non-profit organizations to assist with the startup costs of fundraising activities developed during the Seminar.

### HOW TO APPLY

Complete the application and statement of commitment, and submit per the application instructions. Electronic submittals are strongly encouraged. Visit [www.library.hayward-ca.gov](http://www.library.hayward-ca.gov) to download the electronic application.

**Submit completed application by mail or electronically to:**

Sean Reinhart, Director of Library and Community Services  
835 C Street, Hayward, CA, 94541  
[sean.reinhart@hayward-ca.gov](mailto:sean.reinhart@hayward-ca.gov), 510-881-7956

**DEADLINE FOR APPLICATIONS: DECEMBER 30, 2011**

*Attendance at all sessions is mandatory. Curriculum subject to change. Visit [www.library.hayward-ca.gov](http://www.library.hayward-ca.gov) for more details. The Nonprofit Executive Seminar is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.*

# NONPROFIT EXECUTIVE SEMINAR

## Session Calendar 2012

*Summary program description only. Curriculum subject to change. Detailed program description, curriculum and related information will be distributed to participants upon enrollment in the Seminar. Light refreshments and lunch will be provided.*

### **Session One: Introduction: Creating Nonprofit Sustainability**

Date: Friday, January 27, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Enhance your organization's competitiveness and long term financial health.*

### **Session Two: Building Funder Relationships: Grantmakers Panel**

Date: Friday, February 24, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Explore the continuum of available partnership options that can help strengthen services and increase community impact, with input from veteran grantmakers.*

### **Session Three: Developing a Fundraising Plan**

Date: Friday, March 30, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Develop a long-term, customized fundraising plan for your organization– a strategy for long-term sustainability and growth that utilizes diverse resources.*

### **Session Four: Building a Fundraising Board**

Date: Friday, April 27, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Activate the board's potential in fundraising, sustainability and resource development for your organization.*

### **Session Five: Researching and Developing Nonprofit Funding Prospects**

Date: Friday, May 18, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Find and leverage funding opportunities with foundations, corporations and individual prospects with a proven commitment to programs and projects like yours.*

### **Session Six: Developing Proposals: Project Completion**

Date: Friday, June 29, 2012, 9:00 a.m.-12:00 p.m.

Location: Hayward Main Library, 835 C Street, Hayward

- *Finalize and execute your funding proposal using proven techniques that will resonate with funders and get results for your organization.*

Attendance at all sessions is mandatory. Curriculum subject to change. Visit [www.library.hayward-ca.gov](http://www.library.hayward-ca.gov) for more details. The Nonprofit Executive Seminar is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.